CHAPTER 1

INTRODUCTION TO WOMEN ENTREPRENEURSHIP AND ENTREPRENEURS

1.1 Introduction
1.2 Status Of Women Entrepreneurship In India
1.3 Entrepreneurship And Entrepreneurs
1.4 Women Entrepreneurs And Entrepreneurship
1.5 Classifications Of Entrepreneurs And Entrepreneurship
1.6 Qualities And Characteristics Of Women Entrepreneurs
1.7 Objectives And Area Of The Study
1.8 Source of Data
1.9 Limitations of the Study
1.10 Plans of the Study
CHAPTER: 1
INTRODUCTION TO WOMEN ENTREPRENEURSHIP AND ENTREPRENEURS

1.1 INTRODUCTION:

Human agent lies at the center of the process of economic development. A country may be rich in natural resources yet poor in terms of living standard until its people are able and willing to exploit its natural resources. It is rightly said that India is a rich country inhabited by the poor "we are rich in terms of natural resources but poor in terms of the per capita income. The main reason for this state of affair is that entrepreneurship is not as widespread in India especially among the women. And it should lie at the center of economic development. It is an integral part of the strategy of industrialization, particularly in the small-scale sector. Without it the resources of production remain resource and can never become products or services. The relationship between entrepreneurship and economic development is similar to the relationship between cause and effect. It is the spirit of enterprise among people that lead to the development of a particular society. Entrepreneurship is the leverage, which activates the rate of economic progress. Hence development of women entrepreneurship is the prime important.

Women a weaker and oppressed section are an important segment of the Indian society. She belongs to the vulnerable part of the Indian society as she sleeps last and rises first. She is the last to receive education and first to drop
out of it. She is the last to get a proper job and first to be laid off. During structural adjustment she is the last to consult for decision about her environment and the first to be affected. Women only have a secondary role to play with society and often suffer. Discrimination in most spheres of life. When there is a choice between an equally competent man and woman. She should not prefer a man who could not need maternity leave. Studies have shown that many times a number of industrial organizations do advertise for the post of exclusively meant for male applicants. Studies have also shown that when women apply for traditionally male job they tend to get rejected. Therefore providing gainful employment to women is a must but more than this promoting entrepreneurship among them is a need of hours.

Many activities of women in economically gainful work are either given no recognition or not properly represented in the statistical data even if they get employment after undergoing all the hurdles even after success in entrepreneurship they are made to abide by the traditional perception of male-female relationship. They find it difficult of interest as they have been trained to listen to obey and leave decision making to men in the family or in the business situation.

The new role of women has come to co-exist with their primary status as mother and housewife due to their participation in wage employment, self employment and entrepreneurship. That is to share in income earning. Assuming that women's occupational status is closely associated with the home and family. A clear conflict emerges between the socially approved
statuses of women as homemakers on the one hand and status as an entrepreneur on the other, due to conventionally family duties comes in way of entrepreneurship prospects. Women face the dilemma of somewhat contradictory role perception.

The loyalties, interest and aims differ between home and entrepreneurship, which demand two different types of individualities. When a housewife takes the entrepreneurship role she not only finds a change in her status within the family and outside. But she also takes upon herself increasing pressure to reconcile the dual burden of the two things. The modification in the industrial scenario, because of the new economic policies framed by the government also hits the women employment to a large extent. She has no option than to shift towards entrepreneurship.

1.2 STATUS OF WOMEN ENTREPRENEURSHIP IN INDIA:

The constitutional provision to make it clear that women have equal rights with men in all sphere of life and the age old suppression of women by men has been put to an end at least constitutionally. Women are like men to choose any form of education and training equal to them for a career. The constitution not only gives equality of education to women but it also assures equal opportunity to women in matters relating to employment or appointment to any office under the state and no citizen shall on grounds of religion, race, caste, sex, place of birth, residence or any of these. Due to this, situation has changed to some extent, and women community coming up forwards in the
male dominated society. Women are taking up job of entrepreneurship due to many reasons. The main reasons behind the entry of women in entrepreneurial careers are as follows:

1) Limited job opportunities.

2) Pressing needs to earn income to supplement the family income due to a high cost of living.

3) Social pressure of increasing standard of living.

4) Utilization of spare time.

5) Increasing socio-economic awareness

6) Self – Esteem need

7) Impact of role models in industry and business (she is doing why not me? Feeling)

8) Constant motivation by Govt. institution

9) Impact of media

10) Attractive incentives, subsidies and schemes.

A few women’s work as self-supporters of the family while others work as additional bread winners of the family, to fight against poverty at the grassroots and generate income at the household level. In the modern era women education is given importance at all levels. The percentage of women’s participation in working group and in business is increasing. The education gives liberation to them to act independently to some extent and is made to take decision relating to their professional and household matters. In these process women at employment level must be directed towards entrepreneurial status.
Since the first five-year plan, various welfare and development schemes have been introduced to improve the living condition of women and to increase their access to and control over material and social resources.

A series of laws have been enacted from time to time to raise the status of women. The first five-year plan formulated measure for women and the central welfare board under the department of social and women's welfare was established in 1953. The second five year plan suggested speedy implementation of the principle of equal pay for equal work and stated that women should be protected against injuries work and should receive maternity benefit and creach for children. During the fourth five year plan much emphasis was placed on the improvement of women's education. The fifth five-year plan brought about women to the forefront of development concerns. The quest for economic development and better social status prospective role of women entrepreneurs in India has been realized in right sense since long and in 6th five year plan it was given special emphasis. The sixth plan documented that one of the most important means of achieving improvement in the status of women would be secure for them a fair share of employment opportunities to ear mark a percentage of allocation for women and fix for them a growth in all poverty alleviation programmes. On the other hand in 7th five year plan has given special recognition and provides with requisite facilities for bringing them into the mainstream of economic growth. With the publication of the report of the committee of status of women's year on 1995 and the preparation of a national plan of action for women. The long
term objectives of the development programmed for women during the seventh five year plan was to raise their economic and social status in order to bring them into the mainstream of national development. The basic approach was to inculcate a confidence among women and bring about an awareness of their own potential. During Eighth five year plan programmed designed to bring about improvement in the status of women. The decade also saw the enactment act 1997.

Women constitute almost half of the total population in the world. But their representation in gainful employment is comparatively low. According to an ILO report in 1980 women are 50 percent of the world’s population, do the two-third of the world work hours, receive ten percent of the world’s income and own less than one percent of the world’s property. All because of an accident of birth in most countries, average earning of women are lower than those of men. Marriage is the only career for most women. They have confined their activities to selected professions such as education, nursing, medicine and office work. Very few women enter profession like industry, engineering, trade. It is only during the last two decade that women have started becoming entrepreneurs and started industries. And business women entrepreneurship in India is just at the ground level in the country. Entrepreneurship growth is slow in India and women’s entrepreneurship is still slower because of the discouraging social feather such as unfavorable family background, lack of education, dual role of women, lack of training, lack of freedom to choose a job according to ability and the influence of sex, caste,
custom. Women however are vital and united. They make up more than 50% of the workforce and own 25% of the business. In Finland 30% of entrepreneurs are women. The figure is 25% for Sydney, 21% for France, 20 for West Germany. Women entrepreneurs like Linda Wachner of New York Kavelle, Baja (As settled in Maryland, U.S.A) Sharyu Daftary (Bharat radiators, Bombay) Prema Purao (Annapurna Mahila Mandal, Bombay) and many others show that women are not prepared to let it be a man’s world in business. Times are changing and many women have decided to be self employed. This has helped to change the balance of ownership and power in the market place.

Women entrepreneurs have become an important issue in the modern world. People are giving increasing attention to the entrepreneurial development of women and their participation in the process of economic development through their self-employment. The increasing literature on women entrepreneurship and their self-employment clearly indicates the increasing awareness among the people about the role of women in process of economic development. Women entrepreneurs are also realizing their own capabilities in organizing enterprises skillfully in various field of production. It is not that women do not possess the capacity, the fact is that women even though illiterate practice and use all the tools and techniques of efficient management such as financial management, human resource management, time space management maintenance management. They use indigenous method and techniques to achieve their goals but they are not aware of the
modern jargon used by experts. What is important is to find out the inherent skills of the women in gainful economic activities by trading them. Lack of formal education does not mean they cannot learn skills if an uneducated girl or woman is given the right training, supervision and support. She could be most valuable asset of the society and hence, she must be empowered through skill performance.

Women are facing lot of problems like economic problems, social problems and family based problems. Earlier women are totally dependent upon their husbands for financial needs because in the old traditional family systems women cannot go out and work. She cannot be self reliant. She does not have property rights, taking up a job outside the home is still question before the women, the social set up is like that cannot earn money. It means they cannot be self reliant or financially independent so all these problems are interlinked.

The problem of discrimination of women is very serious in India. It has created a very great injustice against women. In fact, the females are biologically superior to males. They are constitutionally stronger than the male. They are only muscually less powerful. They have greater stamina and live longer. In the Indian society, women are subordinates. They are dominated by the male members of the society. Women constitute to be an exploited section of society economically, socially and culturally. The process of modernization tends to displace them even from those restricted areas of
economy. When they have had a productive function traditionally for ages.
There is the gender bias inherent in a male dominated society.

The entry of women in the field of industry and business as an owner of the enterprise is a recent development to facilitate women to take up more challenging entrepreneurial careers to equip them with essential support system and strengthen them in the struggle to establish themselves economically socially and culturally at par with men in the initial stages, additional motivation, guidance, support and opportunity is necessary. To harness women in the economic restructuring programme and actuate them as productive human resource it is necessary to provide special scheme, incentive, benefits and consciousness in the form of a special treatment, not as a separate treatment to women entering the gamut of entrepreneurship is justified.

In India, women entry into business is a new phenomenon. Women entry into business or say entrepreneurship is traced out as an extension of their kitchen activities, mainly 3ps pickles, powder and papad. Women in India plunged into business for both pull and push factors which encourage women to start an occupation or venture with an urge to do something independently. Push factors refer economic difficulties and responsibility with growing awareness about business and spread.

1981 census shown there are only 150000 self employed persons in the country, majority of them are engaged in the unorganized sector like agriculture, agro based industries, handicraft handloom and cottage based industries. Participation of women as industrial entrepreneurs however, is
comparatively recent phenomena commencing from 70s onwards. There are more than 1,53,260 women entrepreneurs claiming 9.01% of the total 1.70 million entrepreneurs in India during 1988-89. This is almost double the percentage of women (5.2%) among the total population of self employees during 1981. Of this, a majority were concentrated in low paid, low skilled low technology or low productivity jobs in the rural and unorganized sector. 90 percent (79.4 million) women workers were in the rural areas as against women workers were in the organized sector.

During the eight five year plan the number of SSI is expected to rise from 1.7 million to 2.5 million, adding 0.8 million in the 5 years period or 1.60 lakh every year. The rough estimates shows that the amongst the SSI entrepreneurs approximately 9% are women entrepreneurs. Their participation however is increasing. Considering the trend women participation in another five year is likely to rise upto 20 percentage raising the number of women entrepreneurs to about 500000

In this background it is but natural that woman who finds the opportunity to enter business either in a managerial or entrepreneurial capacity, face various socio-economic, cultural and attitude constraints which limits their action. This state of affair of women entrepreneurs and entrepreneurship raises number of questions to be answered for empowerment of women such as
1) Why do women become entrepreneurs?

2) What are the factors influencing or motivating women to become entrepreneurs and entrepreneurship?

3) What are the financial problems faced by women entrepreneurs and entrepreneurship?

4) What are the personal problems faced by women entrepreneurs and entrepreneurship?

5) What are the social and cultural problems faced by women entrepreneurs and entrepreneurship?

6) How do they face these problems?

7) What are the efforts made by Government?

8) What are the women entrepreneurs and entrepreneurship development schemes and programmes?

9) Who are the role models of women entrepreneurs and entrepreneurship?

10) What is a socio-economic profile of women entrepreneurs and entrepreneurship?

11) Are women enterprises confined to conventionally women related activities such as food, garment, handicraft, nursing and so on?

12) What are the functions, characteristics and types of women entrepreneurs and entrepreneurship?

13) Whether they are taking finance from financial institutions?

14) Do they receive training before starting business?
15) What are the reasons behind starting businesses?

16) What role played by family members in the development, motivation and progress of women entrepreneurs?

17) What is women entrepreneurs and entrepreneurship?

Therefore the all above questions requires extensive and separate study. However, changes in women entrepreneurs and entrepreneurship, income status and dual role, family member’s attitude and their support, role models they follow and what problems they are facing due to implementation of new economic policy, which has changed economic environment of India are needs to be addressed urgently. An investigation into these and related areas of women entrepreneurs and entrepreneurship is of profound significance to any policy formulating endeavor which seeks to understand, promote and facilitate the participation of women in the economic sphere. It is this broad objective towards which this research study is addressed and directed. Therefore an attempt has been made in this chapter to understand

1. What is entrepreneurship and entrepreneurs?

2. What is women entrepreneurship and entrepreneurs?

3. Why do women become entrepreneurs?

4. What are the qualities and characteristics of women entrepreneurs?

5. What are the types of women entrepreneurs?

6. Status of women entrepreneurs and overview?

7. Objectives, sources of data and limitations of the study and

8. Plan of the study.
1.3 ENTREPRENEURSHIP AND ENTREPRENEURS:

The concepts of ‘entrepreneur’ and ‘entrepreneurship’ have gone through various stages, before they came to signify the content being put into them one. Various thinkers have defined in a variety of ways. In order to understand the phenomenon of entrepreneurship and entrepreneur as whole, it is worthwhile to know these definitions and views independently. The objective of understanding the phenomenon of entrepreneurship and entrepreneur is to know the phenomenon of women entrepreneurship and women entrepreneurs.

The dictionary meaning of the word entrepreneur is given as a person who starts a business. It also adds an entrepreneur is a person who starts an enterprise, business or a firm. He works for himself and also provides employment to others. He is his own boss. Entrepreneurs are the real heroes of economic development. They are the ones who have shown that genius is sweat and toil and sacrifice and that natural resources gain value only by ingenuity and labour of man (1). The following examples help to understand what is women entrepreneurship and entrepreneurs.

1) A woman vendor who comes home to sell fruits is an entrepreneur.

2) Dr. Madhvi Dattar who promoted medical stores.

3) Miss. Iyer a chartered accountant offering communication programs and does audit work.

4) Amrapali, who runs Beauty Parlour, is an entrepreneur.

5) Mrs. Rukmini, who runs a Poli - Bhaji Kendra.
6) Mrs. Laxmi, who runs a Creche, is an entrepreneur.

These all are the women entrepreneurs. The word entrepreneur has been derived from the French word Entreprendre (2) which means to undertake. In the early 16th century it was applied to persons engaged in military expeditions (3). Its meaning was extended to cover construction and other civil engineering activities in the 17th century. In the 18th century the word was used to refer to a person who bears uncertainty and risk by Richard Cantillon, a French banker (4). He has defined “an entrepreneur” as the agent who buys factors of production at certain prices in order to combine an entrepreneur as the economic agent who unites all means of production—land of one, the labour of another and the capital of yet another and thus produces a product. By selling the product in the market he pays rent of land, wages to labour, interest on capital and what remains is his profit (5). Kilby has linked the entrepreneur with a rather large and very important animal called ‘Heffalump’ hunted by many individuals (6). During the 17th century, the French men who organized and led military expeditions were referred to as “entrepreneurs” (7). In fact, the rich farmer can be referred to as an entrepreneur who manages and makes his business profitable by his intelligence, skill and wealth (8). The architects and contractors of public works were also called entrepreneurs. According to Evans “entrepreneurs” are persons who initiate, organize, manage, and control the affairs of a business unit. That combines the factors of production to supply goods and services whether the business pertains to agriculture, industry, trade, or profession. Marshall treated him as an undertaker of risk, bringing together
factors of production. Adam Smith regarded him as a provider of capital. Hagan remarked him as “creative problem solver. Classical economist visualized entrepreneurs in industries and agricultural too. Agricultural entrepreneur is visible in certain plantation and other allied activities.

The concept of entrepreneurs has many facets and the term has been used in a different context with different perspective. This is presented in chart 1.1.

It is clear from the above chart that there has not been any monolithic approach towards theory building in the field of entrepreneurial development. Various scholars have highlighted multiple approaches to the study of entrepreneurial behavior and entrepreneurship. A scholar of economics tends to emphasis the economic aspects of entrepreneurship. A sociologist highlights personality factor of variable for the phenomenon of entrepreneurship. However the theoreticians have made and have been making some efforts to bring out some single factor as dominant one to analyze entrepreneurship. That is why entrepreneurship is neither a science not an art. It is a practice. But one must remember that as in all practices, medicine or engineering for instance, knowledge in entrepreneurship is a means to an end. It is not a ‘flash of genius’ but purposeful tasks that can be organized into systematic work (9). It means entrepreneur is primarily one who owns a business, has initiative and skill for production by one of an invention to produce a new product or old in new way by a new or old raw material.
According to Knight (10) entrepreneur is an economic functionary who undertakes responsibility of uncertainty, which by its very nature cannot be capitalized as the supply of entrepreneurship involves three factors ability, willingness, and power to extent such guaranteed. On the other hand, according to J.B. Say, the entrepreneur is an organizer and speculators of a business enterprise, who combines economic resources out of an area of lower into an area of higher productivity and greater yield. He has clearly distinguished between the capitalist as a financer and an entrepreneur as the organizer of business activity (11). Hence in more simple words, an entrepreneur is one who combines the land of the one, labour of another and the capital of yet another and thus produces a product. Say and Marshall (12) emphasized the role of entrepreneurs as an organizer and recognized the entrepreneurs as the central figure in a business enterprise. But it should be noted that entrepreneurs is one of the factors out of production factors. The definition of an entrepreneur has

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**CHART-1.1**

**CONCEPT OF ENTREPRENEURS**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Scientists</th>
<th>Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economists</td>
<td>Opportunities</td>
</tr>
<tr>
<td>2</td>
<td>Sociologist</td>
<td>Energizer</td>
</tr>
<tr>
<td>3</td>
<td>Psychologist</td>
<td>Entrepreneurial man</td>
</tr>
<tr>
<td>4</td>
<td>Political scientist</td>
<td>Fair child</td>
</tr>
<tr>
<td>5</td>
<td>Commercial scientist/Businessmen</td>
<td>Laxmi</td>
</tr>
</tbody>
</table>
evolved over time as the world’s economic structure has changed and become more complex. Since its beginnings in the Middle Ages’ when it was used in relation to specific occupations, the notion of the entrepreneur has been refined and broadened to include concepts that are related to the person rather than the occupation. In this context, Schumpeter considered entrepreneurs as innovation. Schumpeter further distinguishes between invention and innovation. An inventor discovers new method and new materials, and an innovator utilizes inventions and discoveries in order to make new combinations. And thus produces newer and better goods, which yield him profit and satisfaction. The inventor produces ideas and the entrepreneur implements them. He considers innovation is creative response to a situation. Schumpeter’s concept of ‘entrepreneur’ is very wide, in the sense he includes not only independent businessmen, but also to some extent dependent employees of a firm like managers, directors and so on, provided they do innovative work. On the other hand, the definition is narrow, because it does not include industrialist and employees who operate an established concern. According to him no one is permanently an entrepreneur so long as he gives creative and innovative response to market situation (13). Peter Drucker also agreed that innovation is the specific tool of entrepreneurs. Here he defines an ‘entrepreneur as one who always searches for change, respond to it, and exploit it as an opportunity entrepreneurs innovative (14). Thus, entrepreneur is one who is endowed with more than average capacities in the task of organizing
and coordinating the various other factors of production and he should be a pioneer, captain of industry.

In modern times an attempt is made to generate a comprehensive definition which tries to highlight all facets and aspects of entrepreneurial activity. In the same context, the definition of Higgins to be worth quoting, Entrepreneurship is meant the function of seeing investment and production opportunities, organizing an enterprise to undertake a new production process, raising capital, hiring labour, arranging for a supply of raw materials and finding site, and combining these factors of production into a going concern, introducing new techniques and commodities, discovering new sources of natural resources and selecting top managers for day to day operations of the enterprise (15). According to Vasant Desai (16), the term, entrepreneur has now been attributed to all small industrialists, small business, traders and industrialist. All people who are gain-fully engaged in work manufacturing, distribution, or service and other sectors are called entrepreneurs. They have some attributes, but they are not entrepreneurs in the strict sense. Many successful people have been good at copying and or imitating others. For example, the first commercial production of Rail engine is to be called an entrepreneur who has visualized the importance in modern times for the benefit of the maximum and taken risk in manufacturing, marketing, distribution, financing are just imitators. An entrepreneur is a organizer, his organizing ability brings them together in proper proportions at reasonable rates and harness them to work in production, attempts to produce a socially valuable
product, so as to yield the best return. As an organizer, he also guarantees the
specific sums to them. An entrepreneur starts the enterprise, organizes it,
supervises it and engineers long run plan of the enterprise. He is an especially
motivated and talented person, who implements new ideas, visualizes
opportunities for introducing new product, technique, and new source of supply
of raw material. That is how, he innovates, and in this way he takes upon
himself the entire responsibility of the enterprise.

According to Tondon (17) by entrepreneurship is meant the composite
function of something new, organizing and co-coordinating and undertaking
risk and handling economic uncertainty. In this context an entrepreneur is the
person who tries to create something new, organizes production and undertakes
risk and handles economic uncertainty involved in enterprise. Although each of
these definitions views entrepreneurs from a slightly different perspective, they
all contain similar notions, such as newness, organizing, creating, wealth,
innovation and risk-taking. Yet each definition is somewhat restrictive and its
own limitations. Since entrepreneurs are found in all professions-education,
medicine, research, law architecture, engineering, computer, social work and
distribution. To include all types of entrepreneurial behaviour, the following is
worth noting.

Entrepreneurship is the process of creating something new with value by
devoting the necessary time and effort assuming the accompanying financial,
psychic and social risks, and receiving the resulting rewards of monetary and
personal satisfaction and independence. The development of the theory of
entrepreneurship parallels to a great extent the development of the term entrepreneur. This is presented in chart 1.2.

To sum up the word "entrepreneur" is derived from the French word "Entreprendre", in the 16th centuries a first reference to the word "entrepreneurs" was made in military expedition. The French who organized military expedition were known as entrepreneurs. Therefore "to organize or to undertake" is the then established meaning of entrepreneurships. Then the construction people, architect and builders were referred as entrepreneurs but are popularly known to the masses in the description of the profit theories, Economist and business management consultant used the term, "entrepreneurs as a factor of production which was distinctly differentiated from all other labor categories."
CHART 1.2

DEVELOPMENT OF ENTREPRENEURSHIP THEORY AND THE TERM ENTREPRENEUR (18).

Stems from French: means between taker or go between.

Middle Ages: actor and person in charge of large-scale production projects.

17th century: Person bearing risks of profit (loss) in a fixed-price contract with government.

1725: Richard Cantillon-person bearing risks are different from one supplying capital.

1803: Jean Baptiste Say-separated profits or entrepreneur from profits of capital.

1876: Francis Walker-distinguished between those who supplied funds and received interest and those who received profit from managerial capabilities.

1834: Joseph Schumpeter- entrepreneur is an innovator and develops untried technology.

1961: David McClelland- entrepreneur is an energetic, moderate risk-taker.

1964: Peter Drucker- entrepreneur maximizes opportunities.

1975: Albert Shapero- entrepreneur takes initiative, organizes some social and economic mechanisms, and accepts risks of failure.

1980: Karl Vesper- entrepreneur seen differently by economists, psychologists, business persons, and politicians.

1983: Gifford Pinchot- intrapreneur is an entrepreneur within an already established organization.

1985: Robert Hisrich- entrepreneurship is the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological, and social risks, and receiving the resulting rewards of monetary and personal satisfaction.

An entrepreneur is a person in an organization, with a vision, originality and daring, who acts as the boss and divides as to how, the activities shall be
carried on. Entrepreneurship refers to the function of seeking investment and production opportunity, organizing an enterprise to undertake ventures an production or service, by coordinating men, money, machinery and material and introducing new techniques in the overall administration of an enterprise. Entrepreneurship calls for all those personal abilities and qualities which could be developed in women also. Entrepreneurship is a sense of self gaining independence and mind makeup for entrepreneurial ventures with a sense of freedom to work independently. Entrepreneur is one who germinated by concept takes initiative seizes, opportunities, bears risks, promotes organization and manages it to achieve set goals. Entrepreneurs are those who are optimistic, resourceful, and persistent with the work orientation, goal setters and achievers. In Indian context entrepreneur is more an adapter and initiator than a true innovator (19). Thus “entrepreneur” represented and ‘owner and organizer of the business.

1.4 WOMEN ENTREPRENEURS AND ENTREPRENEURSHIP:

In recent times the country is experiencing higher rates of growth-economically, industrially and technologically. Increasing educational and training facilities, industrialization, new economic policy, positive approach of government, availability of financial resources, entrepreneurship development, and changing socio-economic and political environment are encouraging women to enter into entrepreneurial activity. Though, in India women are almost in equal numbers to men, and participating in all lines of activity
including so called male dominated business, the number of women entrepreneurs is low. More and more women are making an entry into the field of entrepreneurship. There are several factors, which influenced women to take entrepreneurial venture. While many women take to entrepreneurship within the family business. A significant numbers become entrepreneur because of economic compulsion arising out of the death of the spouse, divorce or separation from the spouse. Some takes entrepreneurship after having fulfilled their role of wife and mother. Getting into competitive world of business and achieving economic independence involves considerable efforts and risk is higher for women entrepreneurs who have the additional problems of operating in a male dominated area. The emergence of women entrepreneurs is a significant development in the emancipation of women and for securing them a place in society.

Some women have selected a home based self employment i.e. Beauty Parlour, Poli Bhaji Kendra Crèches in which women developed career as women entrepreneurs. Most of the women have decided to select the above venture because they found very attractive, developing need of the day, a wider scope in future, good name and fame as well as own identity, and to be a something new but self employed. The participation of women in the economic development process can be mainly categorized into four segments (20), namely:

i) Employment in unorganized sector,

ii) Employment in organized sector,
iii) Self-employment and

iv) Entrepreneurs

Then what is women entrepreneurship and who is women entrepreneur? This question has been defined in different ways by different people at different points of time. Desai found out that she is the eldest child of middle class parents, at least one of whom is independently employed and she has close relationship with her father. She is a college educated, married and has children before starting her venture in her late 30s or early 40s. Generally she is moderate risk taker, starts her venture. In the service area and her biggest problem is lack of experience and training particularly in finance matters. They are highly ambitious but lack confidence and self-assurance (21).

Women entrepreneurs’ enterprise as an enterprise owned and administered by a women and having a minimum financial interest of 51% of the share capital and have at least 50% women employees. This definition was provided by Government of India in 1984.But with effect from the 1992 the definition of the women entrepreneur’s enterprises is changed. A small scale industrial unit/industry related services or business enterprise, managed by one or more women entrepreneurs in proprietary concerns in which she/they will individually or jointly have share capital of not less than 51% as partners/shareholders/directors of private limited company, member of co-operative society is called women entrepreneurs and entrepreneurship. It means women entrepreneur in India represent a group of women who have broken away from the beaten track and are exploring new vistas of economic
participation. They have long stories of trials and hardships. Their task has been full of challenges. They have had to encounter public prejudices and criticism; family opposition and social constraints before establishing themselves as independent entrepreneurs. Women endowed with high drive, creativity, innovation and those who are keen on achieving on their own are taking on the challenging role of entrepreneurship. According to Kamala Singh a women entrepreneur is a confident, innovative and creative Women capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running on enterprise by keeping pace with her personal family and social life” (22). The generally accepted definition includes women who creates something new, organize production and undertakes risk and handles economic uncertainties(Anuradha 1988), to adjust their personality needs, family life, social life and economic independent(Singh and Gupta 1985). Further they may not necessarily be the independent organizer/manager (23). On the other hand Sarngadharah and Resia Begam defines women entrepreneur as an enterprising individual with an eye for opportunities and an uncanny vision, gifted with commercial acumen and tremendous perseverance, she is a person who will like to take risks because of the adventurous spirit she possesses (24). Rani (25), for her study purpose, used two criteria to define women entrepreneur. According to her if following two criteria are fulfilled then it is called women entrepreneur. The criteria are
(I) The women entrepreneur should have contributed to the equity capital of the Concern, and

(II) The women entrepreneur should be actively participating in running the organization in all functional areas of management.

Conclusively, women who owns is the first and active partner in a business activity, which involves either manufacturing/production of goods, trade or provision of service and which is registered under the Bombay shops and Establishment Act, has been referred to a women entrepreneur by Walokar (26). But, this definition excludes unorganized and unregistered entrepreneurs and entrepreneurship. Therefore, is narrow definition.

Any women or group of a women which innovates imitates or adapts an economic activity may be called women entrepreneur (27). In other word, women entrepreneur could be defined as ‘an adult woman who creates, owns and runs an enterprise’ (28). Women entrepreneurship can be viewed as an indivisible process which flourishes when the inter-linked dimensions of individual psychological-entrepreneurial traits, societal encouragement and business opportunities coverage towards the common goal of opportunity creation and exploitation. From this perpective, women entrepreneurship is a frame of mind and a continuous societal process. Therefore, it is obvious that one does not become an entrepreneur by the mere act of starting or owing an entrepreneur. More important is the nature, degree and extend of innovations that the entrepreneur introduces and that too a continuous basis. Women entrepreneur can be described as a dynamic agent of change, who was
instrumental in transforming physical, natural and human resources into production possibilities. Therefore further it can be stated that women entrepreneur and entrepreneurship are born and can be made as it is neither Art nor Science but practice. In another words it can said that women entrepreneur means one who organize, owns, manages and assumes the risks of a business. Women are expected to innovate, imitate or adopt an economic activity to be called women entrepreneurs. Hence it can be defined as the women or a group of women, who initiate, organize and operate a business enterprise.

1.5: CLASSIFICATION OF WOMEN ENTREPRENEURS AND ENTREPRENEURSHIP:

The objective to include in this section brief information of classification of women entrepreneurs is because until recently the entrepreneurial field was also totally male dominated. It is still male dominated but now more women are entering this field. No doubt there has been a significant growth in female self-employment, even then, most of what is known about the characteristics of entrepreneurs, their motivations, backgrounds, families, educational and occupational experiences, and problems are based on studies of male entrepreneurs(29). Therefore knowing women entrepreneurs’ classification may help in getting a better understanding of women in the entrepreneurial field. Entrepreneurs are human brain needed to perform the functions of not only production and distribution of productions and services, but also to innovate ideas with new thinking and research bend to
identify the opportunities. An entrepreneur may operate in a different way such as sole proprietor, active partner, and investor, buyer of business enterprises, risk bearer, innovator and so on. Therefore Clarence Danhof, an American anthropologist classified entrepreneurs in the following four categories (30).

1. Innovation entrepreneur
2. Imitating entrepreneur
3. Fabian entrepreneur
4. Drone entrepreneur

On the other hand, Cole classified entrepreneurs into three types (31).

i) Empirical or rule of thumb entrepreneurs
ii) Rational entrepreneurs and
iii) Cognitive or sophisticated entrepreneurs.

On the basis of above two studies, it can be said that women entrepreneur can be classified as under:

1. Innovative women entrepreneurs
2. Imitative women entrepreneurs
3. Fabian women entrepreneurs
4. Drone women entrepreneurs
5. Empirical women entrepreneurs
6. Rational women entrepreneurs and
One can make a distinction between an woman entrepreneurs and the women owner of a small business. A women entrepreneur established and manages a business for the principal purpose of profit and growth. She is characterized by innovative behaviour and will employ strategic management practices in the business. A women owner, establishes and manages a business for the principal purpose of furthering personal goals, that is business is seen as the primary source of income and will consume the majority of the person's time and resources. It is seen as an extension of her personality and is intricately bound with fully needs and desires.

Women entrepreneurs can be understand betterly if they can classify according to function. Yet another classification can be routine women entrepreneurship and new type's women entrepreneurship. There are marginal women entrepreneurs and supra marginal women entrepreneurs with respect to their efficiency marginal women entrepreneurs earn only normal profit and on the other hand, more efficient women entrepreneurs are considered as supra marginal women entrepreneurs. They earn super normal profit. Tiny, small scale women entrepreneur and large scale a woman an entrepreneur is another classification based on size of business.

The above discussion leads to classify the women entrepreneurs as follows

1. On the basis of Business size.
2. On the basis of Behaviour.
3. On the basis of profession.
4. On the basis of Area.

5. On the basis of Gender.

6. On the basis of Age.

7. On the basis of Development stage.

8. On the basis of Education.

    The following charts 1.3 demonstrate the types of women entrepreneurs and entrepreneurship.
CHART 1.3

Classification (Types) of Women Entrepreneurs and Entrepreneurship.

- **Business Based**
  - 1. Business WE
    - (a) Conventional
    - (b) Non Conventional
  - 2. Trading WE
  - 3. Industrial WE
    - (a) Large
    - (b) Medium
    - (c) Small
    - (d) Tiny.
  - 4. Corporate WE.
  - 5. Agricultural WE.
    - (a) Plantation.
    - (b) Horticulture.
    - (c) Dairy.
    - (d) Forestry.
  - 6. Retail WE.
  - 7. Service WE.

- **Behaviour Based**
  - 1. Innovative WE
  - 2. Imitative WE
  - 3. Fabian WE
  - 4. Drone WE
  - 5. Advocate WE

- **Professional Based**
  - 1. Engineering WE
  - 2. Medical WE
  - 3. Agricultural WE
  - 4. Industrial WE
  - 6. Teacher WE
  - 7. Arts & painting

- **Area Based**
  - 1. Urban WE
  - 2. Semi Urban
  - 3. Rural WE

- **Gender Based**
  - 1. Women
  - 2. Male

**Note:** WE = Women Entrepreneurs and Entrepreneurship.

Source: Dr. Ram Sable, Creches Women Entrepreneurs, Vishwakarma Publications, Mumbai 2006
Another unique women entrepreneurs classification can be identified into two types. (1) Craft women entrepreneurs (2) Opportunistic women entrepreneurs. Craft women entrepreneurs are those who are characterized by narrowness of education and training, low social awareness and involvement, a feeling of incompetence in dealing with the social environment and have a limited time horizon. Whereas Opportunistic women entrepreneurs are those characterized by a certain degree of education and training, high social awareness and involvement, confidence in their ability to deal with social environment and an orientation towards future.

Gender types of classification made a distinction between men and women (Female) entrepreneurs by categorizing female entrepreneurs into four groups. The four types of women entrepreneurs are as follows (32).

(1) The conventional group
(2) The innovative group
(3) The domestic group
(4) The radial group

Thus general types of classification of Women entrepreneurs can be categorized into five groups.

1). Women who become entrepreneur as a challenge to satisfy some of their personality needs e.g. power achievement novel experience.

2). Educated women who would like to utilize the knowledge gained.

3). Women who take it up as a family occupation.

4). Women who take it up as a leisure time activity.
5) Women who take it up by forced circumstances.

The existing women entrepreneurs in India can be classified into three main categories:

1) Forced entrepreneurs who are compelled by circumstance or family business responsibilities to take up a career in business and industry.

2) Chance entrepreneurs who went into business by luck or accident without any preparation.

3) Created entrepreneurs who are specifically identified, motivated, trained equipped and developed as entrepreneurs in recent years. There is an overwhelming response from women entrepreneurship development training programme which is increasing the band of women entrepreneurs in India.

1:6 QUALITIES AND CHARACTERISTICS OF WOMEN ENTREPRENEURS:

Successful entrepreneurs are successful leaders, whether they lead a few employees or a few hundred employees. By the very nature of their work entrepreneurs are leader because they must seek opportunities, initiate projects, gather the physical, financial, and human resources needed to carry on projects, set goals for themselves and others, and direct and guide others to accomplish goals. To be aware of better ways to accomplish tasks is to be an effective
leader. You are likely to be a successful leader if you believe in continuous
growth improved efficiency and the continue success of your organization.

In this context James Barma (33), in his modern study stressed the following
qualities of a good entrepreneurs.

1) He or she is an enterprising individual. He or she is energetic, resourceful,
alert to new opportunities able to adjust to changing conditions and willing to
assume risk involved in change.

2) He or she is interested in advancing technology an in improving the quality
of this product.

3) He or she is interested in expanding the scale of his operations and he
reinvest earning to this end.

The Chart 1.4 show the summary of entrepreneurial characteristics along
with scientist who observe their effects (34). The entrepreneur may be men or
women. However, women entrepreneurs must possess maximum
characteristics.
## CHART 1.4

### ENTREPRENEURIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Scientist who observe their effects.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovativeness</td>
<td>Schumpeter (1962); Weber (1947); Harbnson (1962); Gaikwad (1978); Hisrich (1981); Ronstadt (1985); Shaha (1985); Akhouri (1990); Naik et.al (1990)</td>
</tr>
<tr>
<td>Problems Solving</td>
<td>Hagen (1962); Shaha (1985); Akhouri (1990); Say (1984); Knight (1921); Harbinson (1956); Atkinson and Litwin (1960); Cantillion (1959); Goroden (1978); Meclellan (1961); Kunekal (1963); Vitz (1961); Atkinson (1958); McCleand and winter (1969); Young (1971); Khanewala (1976); Gaikwad (1978); Rao and Metha (1978); Mereith (1987); Greggs (1985); Shaha (1985); Sharma (1988); Akhouri (1990); Cox and Jenning (1990); Devdas and Sujit (1999); Jyotiba (1990); Naik et.al (1990) Vidylata (1990).</td>
</tr>
<tr>
<td>Risk Taking</td>
<td>Say (1984); Knight (1921); Harbinson (1956); Atkinson and Litwin (1960); Cantillion (1959); Goroden (1978); Meclellan (1961); Kunekal (1963); Vitz (1961); Atkinson (1958); McCleand and winter (1969); Young (1971); Khanewala (1976); Gaikwad (1978); Rao and Metha (1978); Mereith (1987); Greggs (1985); Shaha (1985); Sharma (1988); Akhouri (1990); Cox and Jenning (1990); Devdas and Sujit (1999); Jyotiba (1990); Naik et.al (1990) Vidylata (1990).</td>
</tr>
<tr>
<td>Managerial skill</td>
<td>Hoslitz (1960); Atkin et. Al (1990); Hisrich (1981); Naik (1989); evdas an Sujit (1990); Gamage (1990); Young (1971)</td>
</tr>
<tr>
<td>Creativity</td>
<td>Shumpeter (1960); Kunekal (1963); Gregg (1985); Longanthan (1988); Sharam (1989); Akhouri (1990)</td>
</tr>
<tr>
<td>Preservance</td>
<td>Kunekal (1965); Redick (1972); Longanthan (1988); Sharma (1988); Akhouri (1990)</td>
</tr>
</tbody>
</table>

Contd.: 36
<table>
<thead>
<tr>
<th>Trait</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision making</td>
<td>Knight (1921); Seetharma(1987); Naik(1989); Cox and Jenning(1990); Naik et. al(1990); Ray (1990)</td>
</tr>
<tr>
<td>Hard Working</td>
<td>Kunekal(1963); Robbior(1987); Sharma(1988); Cox and Jenning(1990); Naik et. al(1990); Ray(1990)</td>
</tr>
<tr>
<td>Intuition</td>
<td>Hagen(1962); Gaikwad (1978); Cox an Jenning (1990)</td>
</tr>
<tr>
<td>Communicability</td>
<td>Gregg(1985); Birly(1989); Akhouri and Mishra(1990); Cox and Jennning(1990); Debvadas and Sujit Niak et.al</td>
</tr>
<tr>
<td>Independentness</td>
<td>McClelland and Winter (1969); Rao and Metha (1978); Gregg(1985); Grasalay(1987)</td>
</tr>
<tr>
<td>Insight</td>
<td>Kunekal(1921); Lonanthan (1988); Sharma (1988); Naik (1989)</td>
</tr>
<tr>
<td>Confidence</td>
<td>Knight(1921); Kunekal(1963); Robbior(1987); Longanathan (1988); Sharma(1988); Naik(1989);</td>
</tr>
<tr>
<td>Foresightedness</td>
<td>Knight(1921); Young(1971)</td>
</tr>
<tr>
<td>Competition</td>
<td>Greg(1985); Naik(1990)</td>
</tr>
<tr>
<td>Judgement,Tacts,</td>
<td>Niak(1989)</td>
</tr>
<tr>
<td>Courtesy,Honesty,Coop eartivesness</td>
<td></td>
</tr>
<tr>
<td>Aaptability</td>
<td>Naik (1989); Naik(1990)</td>
</tr>
<tr>
<td>Frugality</td>
<td>Ray(1989); Naik(1990)</td>
</tr>
<tr>
<td>Enthusiasm</td>
<td>Kunekal(1963)</td>
</tr>
</tbody>
</table>
Thus following are the qualities of women entrepreneurs:

1) **Mental ability:**

Mental ability consists of intelligence and creative thinking. Women entrepreneurs must be reasonably intelligent, and she should have creative thinking and must be able to engage in the analysis of various problems and situation in order to deal with them.

2) **Clear objectives:**

Women entrepreneurs should have a clear objective as to the exact nature of the goods to be produced and subsidiary activities to be undertaken. A successful women entrepreneurs may also have the objective to establish the product, to make profit or to render social service.

3) **Business secrecy:**

Women entrepreneurs must be able to guard business secrets. Leakages of business secrets trade competitors is serious matter which should be carefully guarded against by an entrepreneur.

4) **Human relation abilities:**

The most important personality traits contributing to the success of women entrepreneurs are emotional ability, personal relation consideration and tactfulness. Women Entrepreneurs must maintain good relation with her customers.
5) Communication ability:

Communication ability is the ability to communicate effectively. Good communication also means that both the sender and the receiver understand each other and are being understood. Women entrepreneurs must have this quality.

6) Technical Knowledge:

Women entrepreneurs must have a reasonable level of technical knowledge. Technical knowledge is the one ability that most people are able to acquire.

7) Motivator:

Women entrepreneurs must build a team, keep it motivate people and provide an environment for individual growth and career development.

8) Self confidence:

Women entrepreneurs must have belief in themselves and the ability to achieve their goals.

9) Initiative:

Women entrepreneurs must take an initiative accepting personal responsibility for actions and above all make good use of resources.

10) Goal setter:

Women entrepreneurs must be realistic goals setter.

11) Moderate risk takers:

Women entrepreneurs must be a moderate risk taker and learn lesson from failures.
12) Educated:

Women entrepreneurs must be well educated so that she can be convinced to staff in better way.

13) Intelligent: she must have intelligence qualities.

14) Hardwork: Women entrepreneurs must be hard workers.

15) Accept challenges: Women entrepreneurs must able to accept the challenges created by her competitors.

1.7: OBJECTIVES AND AREA OF THE STUDY:

The present study covers the selection of sample from Mumbai and Thane city. The objective of the study includes:

1. To study the profile of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs.

2. To assess the financial problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs.

3. To assess the social problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs.

4. To examine the personal problems faced by Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs and

5. To know who are the role models of Crèche, Poli-Bhaji Kendra and Beauty Parlour women entrepreneurs.
1.8: SOURCE OF DATA:

For this study, the data has been collected from primary as well as secondary sources. The primary data has been collected through questionnaire and personal interview from Mumbai and Thane city. The secondary sources include reference to a number of books, journals, magazines, and newspapers. The main tool of data collection was the questionnaire.

1.9: LIMITATIONS OF THE STUDY:

The present study has certain limitations. The study has been conducted on the basis of sixty-two samples from Mumbai and Thane city. An inquiry into personal income and problems has a considerable difficulty because the information is of confidential nature. Many respondents were unwilling to give the information. However, the information was collected from the interested respondents.

A detailed research methodology of the present study is given in chapter three.

1.10: PLANS OF THE STUDY:

The entire study is divided into six chapters

Chapters I:

It is the introduction to women entrepreneurship and entrepreneurs, which includes concept of women entrepreneurship and entrepreneurs, its classification and characteristics along with overall conceptual framework of
entrepreneurship and entrepreneurs, and status of women entrepreneurs in India.

Chapter 2:

In chapter two an endeavor is made to review the studies on women entrepreneurship and entrepreneurs. It also reviews the studies on women related aspects like working women, for the period of 1947-2003.

Chapter 3:

Deals with research methodology in which basic problems of research mentioned. It also includes sample design, the location and determination of the sample size, sampling technique, and collection of data.

Chapter 4:

Deals with profile of the sampled respondents, starting with the demographic profile of sample women entrepreneurs in term of their age, martial status, and number of children they had. The information on social profile was collected on the type of family, religion, educational qualification, father’s occupation and husband’s occupation. In the later section, the economic data was presented in terms of annual turnover, annual business income and salary per month as mentioned in the objectives of study. To develop demographic, social and economic profile of women entrepreneurs the data was presented on these three aspects.

Chapter 5:

Chapter 5 assessing problems of women entrepreneurs by applying diagnostic approach for performance evaluation, which includes problems of
women entrepreneurs, a bird’s eye view, assessing financial, social and personal problems of women entrepreneurs. Financial problems explains sources of funds, working capital problem, loss of business problem, closing of business problem and financial institutions role, whereas the social problems covers role model, problems with employees, clients, providing other services, quality of services and charges and salary problems. Further this chapter also includes problems of time, gender injustice, family duties and problem of priority in women’s life. Furthermore, chapter assessing family related problems and children related problems under personal problems. Finally chapter assessing problems by apply diagnostic approach for performance evaluation.

Chapter 6:

This chapter include conclusions and suggestions based on findings.
REFERENCES:


10. Frank H.Knight, Risk Uncertainty and Profit, Houghton Miffin co., New York, chapter VII-XII.


16. Ibid.p.35.


23. Ibid, p.11


34. Deepak Walokar op.cit P 21-22.